WHAT IS CLAIMED IS:

1. A composition comprising a non-covalent association complex of:

a) a positively-charged backbone; and

b) at least two members selected from the group consisting of:

i) a first negatively-charged backbone having a plurality of attached imaging moieties;

ii) a second negatively-charged backbone having a plurality of attached targeting agents;

iii) at least one member selected from the group consisting of RNA, DNA, ribozymes, modified oligonucleotides and cDNA encoding a selected transgene;

iv) DNA encoding at least one persistence factor; and

v) a third negatively-charged backbone having a plurality of attached biological agents;

wherein said association complex carries a net positive charge and at least one of said two members from group b) is selected from groups i), iii) or v).

2. A composition in accordance with claim **1**,wherein said biological agent is a therapeutic agent.

3. A composition in accordance with claim **2**, wherein said therapeutic agent is selected from the group consisting of VEGF, botulinum toxin, a blocker of VEGF, and insulin.

4. A composition in accordance with claim **1**,wherein said biological agent is a cosmeceutical agent.

5. A composition in accordance with claim **4**, wherein said cosmeceutical agent is Epidermal growth factor.

6. A composition in accordance with claim **1**, comprising at least three members selected from groups **i)** through v).

7. A composition in accordance with claim **1**, comprising at least one member from each of groups i), **ii)**, iii) and iv).

8. A composition in accordance with claim **1**, comprising at least one member from each of groups i) and ii).

9. A composition in accordance with claim **1**, comprising at least one member from each of groups ii), iii) and iv).

10. A composition in accordance with claim **1**, wherein said positively-charged backbone has a length of from about 1 to 4 times the combined lengths of said members from group b).

11. A composition in accordance with claim **1**, wherein said positively-charged backbone comprises a polymer having attached positively charged branching groups.

12. A composition in accordance with claim **11**, wherein said polymer is a peptide and said positively charged branching groups are selected from the group consisting of $-(gly)_n$-arg-arg-arg-arg-arg-arg-arg, HIV-TAT and fragments thereof, wherein the subscript n is an integer of from 0 to 20.

13. A composition in accordance with claim **12**, wherein n is an integer of from 0 to 8.

14. A composition in accordance with claim **12**, wherein n is an integer of from 2 to 5.

15. A composition in accordance with claim **12**, wherein said HIV-TAT fragment has the formula $(gly)_p$-RGRKKRRQRRR-$(gly)_q$, wherein the subscripts p and q are each independently integers of from 0 to 20, and said HIV-TAT fragment is attached to said positively charged backbone via either the C-terminus or the N-terminus.

16. A composition in accordance with claim **15**, wherein the subscripts p and q are each independently integers of from 0 to 8.

17. A composition in accordance with claim **15**, wherein the subscripts p and q are each independently integers of from 2 to 5.

18. A composition in accordance with claim **11**, wherein said polymer is a polylysine and said positively charged branching groups are attached to the lysine sidechain amino groups and are selected from the group consisting of –gly-gly-gly-arg-arg-arg-arg-arg-arg-arg and HIV-TAT.

19. A composition comprising a non-covalent association complex of a positively-charged backbone having at least one attached efficiency group and at least one nucleic acid member selected from the group consisting of RNA, DNA, ribozymes, modified oligonucleotides and cDNA encoding a selected transgene.

20. A composition in accordance with claim **19**, wherein said positively charged backbone is polylysine.

21. A composition in accordance with claim **19**, wherein said efficiency group is selected from the group consisting of $(Gly)_{n1}$-$(Arg)_{n2}$, wherein the subscript n1 is an integer of from 3 to about 5, and the subscript n2 is an odd integer of from about 7 to about 17, and TAT domains.

22. A composition in accordance with claim **19**, wherein said positively charged backbone having at least one attached efficiency group is a 150,000 to 300,000 polylysine backbone having a plurality of attached Gly_3Arg_7 groups wherein the degree of lysine saturation is from about 5% to about 30%.

23. A composition in accordance with claim **19**, wherein said nucleic acid member is cDNA encoding a selected transgene.

24. A composition in accordance with claim **19**, wherein said nucleic acid member is part of a plasmid that expresses a detectable product.

25. A composition in accordance with claim **24**, wherein said detectable product is a fluorescent protein.

26. A composition in accordance with claim **24**, wherein said detectable product is a blue fluorescent protein.

27. A composition in accordance with claim **24**, wherein said plasmid further comprises a CMV promoter.

28. A method for delivery of a biological agent to a cell surface in a subject, said method comprising administering to said subject a composition comprising:

(a) a positively charged backbone;

(b) at least one biological agent selected from the group consisting of:

(i) a first negatively charged backbone having a plurality of attached imaging moieties;

(ii) at least one member selected from the group consisting of RNA, DNA, ribozymes, modified oligonucleotides and cDNA encoding a selected transgene; and

(iii) a third negatively charged backbone having a plurality of attached therapeutic agents; and

(c) a second negatively charged backbone having a plurality of attached targeting agents;

wherein said composition is a non-covalent association complex of said positively charged backbone, said biological agent and said second negatively charged backbone having a plurality of attached targeting agents, and carries a net positive charge.

29. A method in accordance with claim **28**, wherein said biological agent is an oligonucleotide or a cDNA encoding a selected transgene, and said composition further comprises DNA encoding at least one persistence factor.

30. A method in accordance with claim **28**, wherein said biological agent is a first negatively charged backbone having a plurality of attached imaging moieties.

31. A method in accordance with claim **28**, wherein said biological agent is a third negatively charged backbone having a plurality of attached therapeutic agents.

32. A method in accordance with claim **28**, wherein said administering is intravenous.

33. A method in accordance with claim **28**, wherein said administering is transdermal.

34. A method in accordance with claim **28**, wherein said administering is carried out using an angioplastic balloon.

35. A method in accordance with claim **28**, wherein said administering is carried out using a catheter.

36. A method in accordance with claim **28**, wherein said administering is intraperitoneal.

37. A method in accordance with claim **28**, wherein said composition is in a gel formulation.

38. A method for preparing a pharmaceutical composition, said method comprising combining a positively charged backbone component and at least two members selected from the group consisting of

i) a first negatively-charged backbone having a plurality of attached imaging moieties;

ii) a second negatively-charged backbone having a plurality of attached targeting agents;

iii) at least member selected from the group consisting of RNA, DNA, ribozymes, modified oligonucleotides and cDNA encoding a selected transgene;

iv) DNA encoding at least one persistence factor; and

v) a third negatively-charged backbone having a plurality of attached therapeutic agents;

with a pharmaceutically acceptable carrier to form a non-covalent association complex having a net positive charge, with the proviso that at least one of said two members from groups i) through v) is selected from groups i), iii) or v).

39. A kit for formulating a pharmaceutical delivery composition, said kit comprising a positively charged backbone component and at least two members selected from the group consisting of

i) a first negatively-charged backbone having a plurality of attached imaging moieties;

ii) a second negatively-charged backbone having a plurality of attached targeting agents;

iii) at least one member selected from the group consisting of RNA, DNA, ribozymes, modified oligonucleotides and cDNA encoding a selected transgene;

iv) DNA encoding at least one persistence factor; and

v) a third negatively-charged backbone having a plurality of attached therapeutic agents;

and instructions for preparing said pharmaceutical delivery composition.